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CONDÉ NAST TRAVELER'S 22nd ANNUAL READERS' CHOICE AWARDS ARE IN - VANCOUVER ISLAND GARNERS SECOND BEST ISLAND NORTH AMERICA

For immediate release: After nine consecutive years of being Best Island in North America, the readers of *Condé Nast Traveler* have named Vancouver Island second best island in North America in the magazine's 22nd Annual Readers' Choice Awards. Kiawah Island, SC took top spot beating out Vancouver Island by just 1.7 points. The Gulf Islands also made the Top 10 Islands in North America at the number six spot while the City of Victoria ranked number four in the Top Cities of The Americas category.

In addition to the North American Island rankings, several properties from the Vancouver Island region also made the Readers Choice list in various categories. Among the 30 top Canadian Hotels are the Fairmont Empress (11), The Aerie Resort & Spa (12), The Hotel Grand Pacific (18), Hastings House Country House Hotel (20), Victoria Regent Hotel (20), the Magnolia Hotel & Spa (22), and Sooke Harbour House (29). In the Top Canadian Resorts, Tofino's Wickaninnish Inn and Long Beach Lodge took third and fourth spots respectively, with the Westin Bear Mountain Golf Resort & Spa coming in at number 20.

"Although somewhat disappointed that after nine years of being the #1 Island in North America I am still delighted that we are amongst the top islands in the world." says **Dave Petryk**, President/CEO of Tourism Vancouver Island. "And the fact that so many of the properties in this region are ranking so high will undoubtedly keep this region top of mind with the discerning travelling consumer."

"The big news is that, undaunted by tough times, our readers are still out there, discovering the coolest experiences and reaffirming an enduring passion for travel," said *Condé Nast Traveler* Editor in Chief **Klara Glowczewska**. "It's clear that our readers are as devoted to the worldwide diversity of travel as ever."

The full list of winners is on cntraveler.com at: cntraveler.com/readerschoice. The awards appear in the November issue (on newsstands today) and are derived from the *Condé Nast Traveler* Readers' Choice survey. This year, 25,008 readers voted on more than 10,000 properties and destinations.

Methodology

Every year since 1988, a select sample of *Condé Nast Traveler* readers have taken the Readers' Choice Survey. In 2009, the questionnaire was available to all readers through a secure Web site. The final tabulations of 25,008 responses were done by Mediamark Research, Inc., of New York City. Poll categories (Cities, Hotels, etc.), and the criteria for each appear at the bottom of the first page in every category. Questionnaires contained lists of candidates (individual cities, hotels, etc.), and write-ins were allowed. Only candidates that received a required minimum number of responses were deemed eligible for an award. Each candidate was rated, by various criterion, on a five-point scale: excellent, very good, good, fair, poor. Criterion scores, which represent the percentage of respondents rating a candidate excellent or very good, were averaged to determine the final score—e.g., in the category of Islands, Maui's 90.1 is the average of its scores for Activities, Atmosphere/Ambience, Beaches, Friendliness, Lodging, Restaurants, and Scenery.

About Condé Nast Traveler

Truth in Travel: Many travel publications accept free travel and accommodations. *Condé Nast Traveler* does not, and its correspondents, as far as possible, travel anonymously. They experience travel the way consumers do, both the good and the bad, and report on it fairly and honestly. In 2008, *Condé Nast Traveler* was named one of the top 10 magazines in the U.S. by both Adweek and Advertising Age- one of only three magazines in the U.S. to be named on both lists. *Condé Nast Traveler* has an audience of 3.1 million and is published by Condé Nast Publications, Inc. Online at cntraveler.com.

About Tourism Vancouver Island

Tourism Vancouver Island is one of six regional destination marketing organizations in British Columbia that administers co-operative marketing and advertising projects for its stakeholders throughout the region on behalf of Tourism British Columbia. To access information about Tourism Vancouver Island and marketing initiatives, please visit www.tourismvi.ca. For general travel information on Vancouver Island, Victoria and the Gulf Islands, please visit www.vancouverisland.travel.

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